March 16, 1954

Steve Wasser
WXPN, Houston Hall
3417 Spruce Street
Philadelphia, Pa.

Dear Steve:

Here is WYBC's contribution to your Meet Ivy report. I hope it fills the bill. Any questions will be gladly answered.

Sincerely yours

Theodore E. Calleton
Ivy Representative, WYBC

TEC:no

COPY

SPORTS PRODUCTION ON WYBC

The Sports Department of Station WYBC, the Ivy Network station at Yale, is responsible for thirteen shows each week in addition to on-the-spot play by play reports of actual sports events. In the course of a year approximately 45 games are broadcast from their point of origin. Football, basketball, hockey, and baseball are spotlighted, with the entire football slate and all the home and some of the road basketball, hockey, and baseball games being broadcast.

The broadcast of a sports event is no haphazard operation hastily worked out. It requires forethought and planning on the part of the sports director and sports announcers concerned. The sports director's job starts weeks before the actual broadcast. He must write to the sports publicity offices of all of Yale's opponents and procure the brochures and releases which are necessary for any informative detailed broadcast. In addition to this, stories, about Yale's opponents appearing in New York and New Haven newspapers are clipped and filed by sports department heelers and members. The department head and game announcers must check about engineers, spotters, statisticians, half-time guests, transportation, commercials, publicity, and telephone lines, making sure that the other departments are providing the necessary tools for a successful broadcast. Before football games, spotters' charts with the names, numbers, and positions of all the players must be made out, and statistics must be brought up to date; before any event coaches must be interviewed about the strength and physical condition of the squad, and all information about the opposing team must be collected and prepared for use during the broadcast.

Most people think that the sports announcer does nothing more than go up to the game, broadcast, and go home, but in reality his job starts long before the day of the game. He too is responsible for collecting information about Yale and its opponents; it is his job always to keep informed. Long before game time he must know the names and numbers of every player on both squads so that he can broadcast with precision and authority. Once this work is done, the announcer is prepared to enjoy himself, to get the thrill of giving a colorful and accurate description of the event as it unfolds before him. But only after extensive pre-game preparation can he give an intelligent report of the play by play and aoncudct a meaningful interview between periods.

WYBC's daily sports programs focus on the national scene but spotlight the Yale scene. A wire service ticker provides access to all national sports news, while releases from the athletic association and interviews with the coaches provide information on Yale's teams. At the present time there are six fifteen minute shows, six five minute shows, and one half hour program broadcast weekly. All the qualified members of the sports department handle these broadcasts. The five minute program put on at 11:10 pm provides a roundup of the day in sports. The fifteen minute program is more complex and diversified. In an effort to establish his own personality each announcer selects his own format. For example, two of the announcers conduct a joint show four times a week, utilizing the wire service reports for about seven or eight minutes of news and devoting the rest of the time to informal discussions of topics of interest. During the winter, two nights a week they conduct a hot stove league discussion of major league baseball, one night they talk about basketball (on this night during the fall they pick football winners), and one night on a half hour show they present the roundup of the week in sports. These discussions are informal and unrehearsed, but by no means haphazard. Topics are selected well before air time (although usually the announcers always manage to get off

COPY

the subject), and considerable research is done in preparation for each show.

Each week also there is an interview on both radio and television with two of Yale's outstanding sports figures. The sports department tries to be as ambitious as possible in its coverage of the Yale sports scene, for polls constantly reveal the high listener rating for athletic contests. Thus if there is a home basketball game and an away hockey game, the sports director tries to arrange a system whereby both games can be covered by separate broadcast teams, switching back and forth from one to the other, with a central co-ordinator at the studios directing the show. This has turned out to be most successful and has received high listener acclaim.

Thus the sports department of WYBC, production wise, seeks to give the listeners what they want, a full complete coverage of the Yale scene, coupled with complete information about the happenings in sport all over the world.

WYBC NEWS DEPARTMENT
COLLEGE NEWS

COPY

Every evening, Sunday through Friday, at 11:10 p.m., WYBC presents a ten minute program titled "College News", a summary of the day's happenings at Yale, and of events pertinent or of interest to the Yale student. This program is completely compiled and edited by the WYBC News Department.

The Department consists of editors (one for each of the six days on which the program is heard), and heelers (as many as are interested in radio news writing). With this personnel, here is how a typical "College News" would be prepared.

The editor for the day arrives at the station before 3:00 p.m. and makes out the daily assignments to the heelers. Most important lectures, meetings, concerts, and events are covered. In addition the heelers are urged to hand in stories which are not assigned, (e.g. an interesting incident in his daily travels, etc.) In this way, the program not only includes standard news, but events of human interest also.

The heelers cover the assignments, write up the stories according to strict rules governing policy and form, but not style; the stories are edited by the editor starting at 10:30 p.m.; they are then handed to the announcer who is to read the news for that night; and at 11:00 plm. the program and news is aired.

The day is not over until the editor grades all of the stores, and files them away so that they may be checked for future references.

WYBC CONTINUITY REPORT

The Continuity Department at WYBC is well intergrated into the functions of the program department. The Department's job basically is the writing and arrangement of all commercial announcements that are aired over WYBC and WYBC-TV, and the additional duty of writing all television scripts. One might say then that the job is essentially writing, and it is true that this is the job that is foremost among the department's duties. From the time that a heeler first enters the continuity department, he is taught to write, and from the time he makes his first meager effort at a commercial, his work is expertly criticized by the active members of the department, until at the end of his training period, he emerges a polished continuity writer, equal to a professional, ready to criticize the work of the heelers that follow him.

Structurally, the continuity department consists of about ten members, headed by the continuity director and an assistant director in charge of television scripts and commercials. Each member is in charge of traffic one day of the week, at which time his duties consist of arranging the commercials to be read in chronological order and

and supervising the work of the heelers on that particular day.

Generally the continuity department plays a vital role in the stations activities: it is closely allied to the business department, from which all orders come; it is closely affilliated with the broadcasting, and of course has a vital function in its own program department.

Respectfully submitted,

Theodore E. Calleton
Ivy Network Representative, WYBC

COPY

TECHNICAL ASPECTS OF WYBC

TRANSMISSION: WYBC operates on the standard carrier current systems in operation in most other College radio stations. Our program is fed from the program console, to one of two transmitters. Both transmitters operate on a frequency of 640 kc. One transmitter is made by Ratheon, and capable of a power of 250 watts. The second transmitter, used primarily as a standby, is one built by the members of the technical staff about five years ago. This one is capable of approzimately 150 watts. Both transmitters are usually run at a power input to the final, of about 30 watts. This has been found satisfactory for good reception.

From the transmitter, there is one main feed line running in conduit to a junction in the University steam tunnels, at the middle of the campus. The line used throughout, is coaxial cable with a characteristic impedance of 52 ohms. We use RG8/U, a fairly heavy size cable. From the main junction are run feeders to all of the various colleges. The individual connection points, usually two in each college, are tapped at random points along the secondary feeders, which makes for a very unbalanced system, but it works. The lines are not tuned in any way whatsoever, although many plans have been advanced as to how to do it. When it comes right down to it, the actual carrying out of these plans becomes something of an impossibility. The coupling at each college is accomplished through a .1 mfd condenser into the power lines. In most ac applications, only one connection point is usually needed, but here at Yale, most of the colleges are dc, which seems to require at least two connections, sometimes three in each college. The losses, otherwise, are too great. There is currently underway, a project to connect into the lines at each college, in the main power main entering the building, and getting across both sides of the three-wire system. This is expected to increase reception by a good bit. When the connections were originally made, they picked random points in each college, probably for ease of acdessibility. That pretty well describes the transmission set-up. I might add that the FCC seems fairly happy with our amount of radiation. While it is over the limit of 15 micro-volts per meter, it is as good as anybody else.

STUDIO FACILITIES: Our daily broadcasting issues forth from our studios and offices in Hendrie Hall. We have three broadcasting studios, and a control toom. One of the studios is a large room used mainly for audience-participation shows, and recording. One is a small announce booth, and the other is a good sized studio where most of the broadcasting is carried on. The microphones are all RCA types with a 77-D, a 44-BX, and several other lesser mikes. Each studio has the conventional on-the-air light, buzzer and speaker cut-out system. An announcer control and talk-back system is about to be installed.

COPY

As far as the control room is concerned, it is exceptionally complete for a college station. The console is a Ratheon model, with five speech input channels, two turntable channels, one net mixer, and one remote mixer. The remote circuit has eight inputs, and the net circuit has two inputs. The remote inputs are set up in the usual cue-mix arrangement for remote talk-back operation. There are two circuits in the console, one program and one monitor. Included are the necessary meters, pots, and switches. It is a very fine instrument, and one easy to handle and get used to.

The turntables, two, are made by the Gates Radio Corp. They are sixteen inch transcription tables with provision for three-speed operation. These tables were just purchased a few months ago to replace our Presto tables which were on the verge of utter collapse. We find the tables highly satisfactory, and would heartily recommend them to anybody. The price is amazingly low.

The pickup cartridges used are Pickering diamonds for LP's and GE diamonds for standards. We used to use Pickerings for standards also, but in the last year a change was made in favor of the GE's. This was necessitated by the unusual mortality rate of the cartridges due to constant use by amateur engineers. The GE's can stand a lot of abuse, and they take it. Each turntable has an accompanying equalizer (Pickering).

The remaining item in the control room is the patch-board. This is an eight foot cabinet housing our Line Amplifier, Cue amplifier, Control relays, Magnecord tape recorder, and the Patch Panels. We use the double-jack type of patching system to obtain balanced lines. The patch panel has 26 telephone lines for remote use, plus all the speakers and inputs and outputs of various amplifiers and lines. It makes for a very versatile system.

One of the extras added recently was another small studio, used sometimes for broadcasting, but primarily for recording. In it there is Presto Tape recorder, and a Presto Disc recorder of somewhat dubious ancestory. In this studio also, are kept the tape library, some fifty or sixty tapes, along with an auxiliary patch board for connection to the control room and the other studios, plus playback speakers in various places. Currently this studio doubles as a control room for Television, to be discussed later.

Among our auxiliary equipment is included a very nice Gates networker remote amplifier for field broadcasts. This has a number of features which make it a pleasure to use. Also in the recording line, we have a small portable tape recorder called the Magnamite. This is a self-powered unit capable of recording fifteen minutes of interviews and what-have-we.

I might add, that most of our technical staff works part-time at the Audio-Visual Center, and the station has the free reign of their very fine discing equipment.

TELEVISION: The Yale Broadcasting Company is soon to mark its first year of television operations. In this one year, we have come a long way, but progress, at times, has been agonizingly slow, and we still have a long way to go.

COPY

Television at Yale was started almost two years ago by an ambitious group of students in Trumbull College. They acquired an old RCA iconoscope, once used as a demonstration unit at the 1939 World's Fair, and started producing shows. Their studio was located in a squash court in the basement of the College, with reception limited to the one set in the common room upstairs, doing very well considering the limitations under which there were forced to operate. Besides the semi-reliable Ike, they had a small bank of fotofloods and an audio amplifier. The set upstairs was fed directly by coaxial cable carrying a video signal, while the audio portion was run up on separate wires and patched directly into the speaker at the set. Their microphones were of the small crystal variety such as is commonly stock equipment in a home tape recorder. Such, then, was the start of Yale Television.

During the course of operations last winter, it was found that more and more was being drawn from WYBC in the way of equipment and personnel to produce shows on WTRU. Most of the original organizers of the project had graduated the previous spring, so the obvious thing was to merge the two organizations. Eventually an equitable plan was worked out so that WTRU would become part of WYBC, thereby forming the television department of the station, WYBC-TV. Broadcasting continued from Trumbull for the rest of the school year.

Early this fall, the television studio was relocated in Hendrie Hall where our regular offices and transmitters are located. A room was aqquired for TV in the basement, which was previously used for storage by the University Service Bureaus. Although the room was small-- barely larger than our regular Studio One--it was adequate for our needs. We did not really need a great amount of space, for at that time we were interested in determining whether television was going to be technically possible on a small, inexpensive scale, and whether the Yale man would be inclined to view it. We have answered the first question: it is technically possible. We have come up against many problems however, and we are encountering more as time goes on, but none are insurmountable.

The first and foremost difficulty encountered in our development as a television station, was the problem of transmission. We were concerned with the feasibility of putting a radio frequency signal at 60-66 megacycles on the same coaxial distribution lines as the RF signal at 640 kilocycles transmitted by our regular AM transmitter. Under normal conditions this method presents no particular difficulty but, as in many other cases, WYBC is unique. Our distribution system could be conservatively called "an antenna-expert's nightmare". We operate on the conventional carrier-current system used by most college stations. This system involves connecting our distribution lines into the power lines through a condenser and radiating from the electrical system. In most cases this can most easily be accomplished by hooking into the main source of AC current which feeds all buildings, and the signal gets around very nicely. Here at Yale, however, we are so unfortunate as to have most of the University wiring of the direct current variety. It seems that this type of current offers a great deal of resistance to the incoming RF signal, and necessitates connecting into the power lines in more than one place. We connect, as a matter of fact, in at least two places in each of the ten residential colleges. The whole system is fed by one main line from the transmitter in Hendrie Hall. The transmission system, therefore, consists of a great number

COPY

of branches and sub-branches. All attempts to tune or match the lines has consequently ended in dismal failure. It was also found that the characteristic impedance of the power lines has a tendency to vary radically from one value to another in relation to the number of electrical units operating at a given time. We are therefore content to leave the lines as they are and to put out enough power to cover the campus adequately: About 35 watts at 640 kilocycles is sufficient. The coaxial cable in use, is RG8/U with a characteristic impedance of 52 ohms. Naturally, we were concerned about what was going to happen to a high-frequency signal when put on such an unmatched system. We were faced with the problem of dediding whether we should run completely new lines for TV or try to work with the present system. We also had to find out whether we would be able to radiate from the power lines as we do radio, or whether it would be necessary to run a separate extension to each set receiving us. If such extensions were necessary, what would we use? Would we be able to use a smaller line such as RG58/U and save money, or would we have to continue with the heavier cable? Calculations were made to compute the antennuation of each line, and RF signals were put on the lines to determine how we were going to be received. It was finally decided that the smaller cable would be adequate, and that we would definitely have to run extensions directly to the sets in order to be received. Two thousand feet of cable were subsequently purchased and installed.

Over the summer one of the station members, an original member of WTRU, was successful in making arrangements with SPONSOR magazine for the donation of a television camera to the station. We received the camera last fall. It is one of the new industrial types employing a vidicom pickup tube, and was manufactured by the Dage Electronics Corporation for Dumont. The camera requires a relatively small amount of light, fifty foot candles being sufficient, and is extremely small and compact, weighing only eighteen pounds. The scanning rate of the camera is thirty frames per second, with interlaced fields at the rate of sixty per second. It features a built in RF stage, video amplifier, and synchronization generator locked to the power line frequency. It is double sid-band amplitude modulated, and tunable from 55 to 85 mcs. Resolution is limited only by the vidicon tube, and usually runs about four hundred lines or more. It has two outputs, one video at about one-half volt peak to peak black negative, and an RF output with a strenght of about 100,000 microvolts.

So, we seemed to be set. We had a studio, camera, interest, and transmission facilities...of sorts. Lighting was rigged up in large banks of three hundred watt incandescent bulbs, and reflectors were constructed from metal foil. All we needed now was to make sure that we could get out to all points with the relatively feeble signal from the camera. It was tried directly, and results were encouraging--to an extent. Reception was found to be excellent in Calhoun and Berkeley Colleges, with elements of the picture showing up in most of the remaining colleges. It was decided to commence telecasting in November with limited reception, and the already overworked technical department would undertake the construction of a linear RF amplifier, to increase the signal strength to a level sufficient to be received in all Colleges. We hadn't realized what an undertaking we were getting ourselves into, but it didn't take long to find out. Meanwhile, a thorough search of all the major equipment manufacturers revealed that no unit of such design was on the market commercially and that furthermore, it would be impossible to adapt a low power stage from any commercial transmitter, mainly due to the fact that units are not sold separately. Also, it was found that most commercial transmitters

COPY

modulate in, or near, the final stages so that broad-bandedness was not a consideration at the lower powers. What we needed was an amplifier of fifty watts with a bandspread of 6 megacycles. A circuit was drawn up and construction commenced immediately. The tube lineup started with a 6BJ6 feeding a 5763 feeding an 829-B in the final. The unit never functioned properly, and the 829-B was subject to frequent and unpredictable oscillations. The tank circuits were of the conventional parallel L-C type, and it was hoped that the Q could be brought down to a value of about ten by swamping resistors. The unfortunate part about that was that the resistors burned up power, and the power burned up the resistors. That attempt was shortly scrapped, and a new design was undertaken from a different approach by a different personnel. The main feature of this was the use of a linear tank circuit in the final. The 6BJ6 was again used, but an 815 was substituted in the second stage. The output of this was fed into the 829-B. This lineup turned out to be the combination we were looking for. At first the 815 tended to oscillate, but we rewired to run as a grounded-grid amplifier, as is sometimes done in high-frequency applications. The power into the final stage runs about 600 volts at about 100 milliamperes. It seems to have sufficient bandwidth, and the linearity is excellent. (We are currently designing and building a diplexer to mix the radio and the TV signal into the smae coax without cross-talk or feeding back into each transmitter.

So far, I have made no mention of the audio portion of the broadcasting. To date, we have been simulcasting simultaneously over both radio and TV, using a radio at each TV set to pick up the sound. We are currently considering the purchase of a commercially available unit which takes an audio and a video feed and gives an RF output of about the same strenght as the camera output. These units give a picture of the double side-band type, with two sound carriers per channel, 4.5 megacycles apart, with the lower one being rejected by the receiver. A standard 75 microsecond pre-emphasis circuit is provided, with modulation up to 40 kc being possible. The sound carrier is about one third of the picture carrier. There are two of these units available, one made by Dumont, and the other made under an RCA patent by Tel-Instrument Corporation. The composite output of the unit will be put through the amplifier and transmitted making reception possible merely by turning on the set and selecting channel three. Another advantage of this system is that it permits the use of straight video in the studio, and swithching video is a lot easier than switching RF. It also makes possible the future broadcasting of remotes. We can run our own coax to the gym for basketball and swimming, while the telephone company can furnish facilities from the arena. We may even build our own microwave system.

Such is our progress to date. In the merger with WTRU, we acquired the old Iconoscope, and subsequent rebuilding has put it into very good condition and will probably be used for cards, commercials, and films. With our ever increasing staff and scope, we are currently seeking larger quarters. The present telecasting schedule calls for about two hours each week, but plans are being made for expanding the hours, necessitating more space for actual operations, set construction, rehearsing and so forth.

College television is a unique venture. We believe that we are the only student owned-and-operated television station in existence. Many colleges,

COPY

and universities have closed circuit TV, but these installations are paid for and maintained by the instution. Here at WYBC, we are non-profit, self sustaining through advertising both local and national, with the staff being made up entirely of interested and hard working students. We are engaged in this extra-curricular activity merely for the fun and experiende to be gáined from what we are doing. We are gaining invaluable experience,...we are having a lot of fun doing it.

(All questions should be addressed to L. E. May IV, Technical Director - WYBC, 242A Yale Station, New Haven, Conn.)

Respectfully submitted,

Theodore E. Calleton
Ivy Representative- WYBC

COPY

COPY

PUBLIC RELATIONS REPORT OF WYBC

To understand the operations of any Public Relations Department is a difficult task as the activities are continually varying. The PR department of WYBC is divided into several departments: Design; Photography; TV Publicity; Alumni Relations; Audience Research; and Newsletter. Below are brief reports on the functions of these departments along with a general report on some of the special events that are undertaken by the department from time to time.

Among the miscellaneous functions of the Public Relations department are the following:

COURTESIES: Throughout the broadcasting day, there are approximately thirty station breaks, i.e., times when the announcer pauses and identifies the station. The procedure for these breaks involves about thirty seconds. Whenever this pause occurs, at the end of one program, or section thereof, WYBC tries to sell the time to a sponsor in the form of a spot announcement. However, when the time is not sold, it is used as a free plug for a show later in the day, or sometime in the near future. It is this "Free Plug" that we label "courtesy". In ordinary circumstances, these courtesies give reference to sponsored shows, and thus not only increase our audience for those shows, but give the sponsor FREE advertisement by the extra mention of his product. When courtesies are written (or taped and then disced) for a sponsored show, after being aired, the copy is put on a "Proof of Performance sheet", special stationery, and then notarized by our secretary, a Notary Public.

PUBLIC SERVICE: Special shows which are a strictly utilitarian nature are always urged by WYBC's Public Relations Department. We feel that these are excellent ways to impress the community with the usefulness of our organization. Such shows as the announcement of Freshman College Allocations, the annual Senior Society Elections, etc., fit into this category as services to Yale.

PROM DATES: For the past few years WYBC has made it its practice to invite a prominent personality of the entertainment world as their special date to the Yale Junior Prom. This serves a two-fold purpose: 1(It gives WYBC national publicity, and 2) it gives the guest an angle for good national publicity. This past year WYBC invited Lou Ann Simms as their date, after receiving a last minute regret from Eartha Kitt due to illness. In 1952 Peggy Lee appeared as WYBC's date. The guest's trip includes local appearances, local radio programs, a press reception and cocktail party at our station, and a brief appearance at the dance, after which she joins the crowd [illegible] escorted by her date (s) from WYBC.

SPONSORSHIP: In this past year WYBC has inaugurated the idea of sponsoring local entertainment groups. In doing so, WYBC lends its name, and connections in helping to get started an inspiring new group, such as a ja,z band, and in return becomes agent for the group, having the name of the station

mentioned in all appearances of the group. A small jazz band of this nature is being auditioned for Godfrey's Talent Scout Show, and WYBC being its agent, it will appear on the show as the scout and get national publicity for the station.

CONTESTS: WYBC, if it can interest a sponsor in the idea, is willing at all times to run a contest publicizing the sponsor's product. This involves giving the contest ample publicity through the air and the press. This has become an annual occurrence with at least one of our sponsors, and on occasion for many more. In the next few weeks we plan to run a smoking contest for a pipe shop sponsor. Last year this contest got national recognition, and attracted hundreds of people to our studios.

THIS IS COLLEGE RADIO: Recently WYBC wrote, produced, and photographed a half hour sound movie entitled "This is College Radio". This movie depicts an average day of WYBC broadcasting and is shown to prospective heelers, and the Ivy Network shows it to national advertising agencies interested in college radio sponsorship. The film was of such excellent quality that it was shown over WNBT Television in New York as a special feature preceeding a late afternoon NCAA football broadcast from the West Coast.

MORE THAN A MIKE: More Than A Mike is a small pamphlet describing the station's activities. An adequate supply of these pamphlets is kept on hand to distribute to visitors, and copies are included in most correspondence. This proves a reminder, and a source of reference on WYBC for all who have had contact with the station.

DEPARTMENT OF DESIGN: The function of the Design section of the Public Relations department is to create and construct any visual publicity required by WYBC or WYBC-TV. Most of the work is done by those members and heelers of the department who show creative interest and ability.

This year has seen the initiation of a WYBC publicity box in the Yale Post Office. The box itself is an interior lit, wood and glass enclosed frame, mounted in the entrance of Yale Station within easy view of all who pass by. It holds 17" x 26" posters which publicize forthcoming programs, special events, or regular features of WYBC and WYBC-TV. The department of design is responsible for the daily replacement of these posters with new, informative, eye-catching material. Many posters are handmade by our staff and contain photographs or special effects, such as three dimensional lettering or line drawings. Due to the demand for number, however some of the standard lettered posters are carried out by a professional artist from designs submitted by our own department. A few of the better posters are to date those which advertised such regular programs as Stardust, Music You Want, and Across the Board, and such special features as the appearance at the Yale Junior Prom of the WYBC prom guest, the weekly WYBC-TV presentation, and the beginning of the WYBC heeling competition. The box has provided an endless means for worthwhile publicity and a channel for the imagination and ability of the design department.

The artistic talent of our staff is not confined to poster making. Another task has been the designing of flyers to be printed in the hundreds or thousands and distributed room to room. Printed posters of small dimensions are sometimes placed on bulletin boards throughout

COPY

the campus. Blotters and small cards are occasionally designed and printed in mass for campus distribution. All these aid in the publicizing of special events, shows, or contests.

Design work is not always outside the station proper. Much has been done to aid the growing television department. All video breaks, and commercial and personnel credits are done by the drop-card method. Some of the weekly shows require as many as fifteen of the 20" x 24" drop cards. These cards, as well as much of the scenic design and painting are produced by the department of design.

Other projects include the creation of letterheads for stationary, the mastheads, line drawings, and graphs which go into the bi-weekly WYBC news letter, and many necessary signs to be used within the studios.

Visual design has become, this year more than ever, a necessary part of the public relations efforts of WYBC. The department now boasts an increased staff, a greater fund of material, and an importance equivalent to some of the larger departments of the station.

TV PROMOTION: The specific task of the television promotion man is as simple as the title would indicate. He merely attends the weekly meeting of the TV staff which goes over the entire production of the week's show and the schedule for the coming weeks and proposes advertising and promotional ideas for the approval of the producers, directors, and business department representatives present. If sanction is there acquired, plans go ahead for the promotion, be it disced courtesies for radio, or flyers to every room in the University, and it is the TV promotion man's job to carry them through.

PHOTOGRAPHY: The Yale Broadcasting Company maintains an active photography department to assist in public relations work both within the Yale Community and with ourside organizations.

The department is composed of station members with experience in general and news photography, assisted by heelers who are trained in the special techniques of public relations photography.

As organized at WYBC, the operation is very similar to news photography, especially since the emphasis is on getting pictures as quickly and efficiently as possible. This means that much of the actual shooting is done as the actual event goes on, with little effort to pose participants specially or otherwise interfere with scheduled activities.

An example is the coverage of the activities of WYBC's Junior Prom date, Lu Ann Simms. Miss Simms attended the prom and sang at intermission time. The photographs (see accompanying prints) were taken while she sang, and finished prints were back at the Prom within an hour and a half. At the WYBC reception for her the next day, she was photographed more or less candidly as she visited the studios and enjoyed the party. This method eliminated the necessity of taking Miss Simms away from the party or interfering with it.

COPY

It has been out experience that this method produces pictures equally as good--and quite often better--as the method of formal posing and special camera and lighting equipment. Most work is done with press cameras and flash, usually on camera.

The pictures are used in posters around the campus, in the daily campus newspaper, to whom we are occassionally able to supply pictures for news coverage, in advertisements in college newspaper and magazines, and in the publicizing of WYBC out side of Yale.

All negatives are filed by number, and a print file is maintained from which photographs can be drawn as needed.

Technically the emphasis is again, as in newspaper work, on clear and recognizable pictures without special effects. Technically good pictures are a must, for otherwise their value is negligible. Prints are made fairly high contrast and ferrotyped, as glossy prints are preferable in most applications. There is one major exception: for posters, the surface is best left flat to avoid light reflections.

Cost-wise, the program is inexpensive. Pictures can often be sold outside the station, as in the case of last year's Inter-Collegiate Pipe-Smoking Contest, when the public relations firm that was handling the affair requested a sizable number of pictures. Members of WYBC who desire prints are furnished them at a nominal cost. Special arrangements can often be made to cover costs, as at the Junior Prom, when the photographer, in addition to covering Miss Simms' appearance, also snapped members and their dates for a small but profitable fee. Any costs not covered by these methods are inconsiderable in relation to the value of the pictures, as a record of station activities, and as a means of publicizing WYBC and WYBC-TV.

ALUMNI RELATIONS: The value of college radio-television Alumni Relations can be reduced to at least three benefits:

1. We have discovered that a minimum of 12% of the graduated members of the Yale Broadcasting Company are not vocationally concerned directly with some facet of radio and television. This figure is substantially increased if those indirectly connected are included (advertising, part-time announcing, public relations, etc.). These men are potentially more sympathetic to the station's problems and provide a resource of production and technical advice as well as a capability of acting, in limited cases, as go-betweens for advantageous contacts of every imaginable kind.

2. Alumni Relations are a high return investment for immediate or contemplated financial aid. Blanket or individual requests for money have greater appeal to a well-organized and informed alumni group. The necessity of stimulating a strong group identification with the activities and plans of the station is self-evident.

3. The establishment of binding and comprehensive Alumni Relations help to actualize the traditions and stimulate the progress of the station. There is the constant reminder that the station is more than a current project beginning and ending with the school year--that it exists as a synthesis of predecessors' efforts to be constantly maintained and

COPY

improved upon.

The methods and tools of the director are as follows:

1. An accurate and up-to-date catalogue of personnel must be maintained. Such a file should include the alumnus' position in his occupation, marital status and number of children as a partial indicator of his sympathies and money contributing ability. It should include a brief resume of his undergraduate station activities and positions held as a measure of his interest. An annual questionnaire serves to keep this information up-to-date.

2. A semi-annual Newsletter (or more frequently if demand requires) of five to six pages should encompass a reasonably close break-down of station activities of the previous period with some mention of future plans. Two to three pages of the letter should be devoted to personal news about the alumni--recent marriages, new babies, business promotion and such. Questionnaires have indicated personal news to be the most popular part of the letter. This information is very simply obtained by enclosing a reply postcard with each Newsletter requesting news, suggestions and address changes. Needless to say, a neat, well-written letter makes the better impression in spite of the slightly greater expense and trouble. Photographs of station activities are occasionally included.

3. An annual Alumni party on the station premises is an invaluable instigator of a cohesive spirit that promotes a loyal identification with the station. The affair, planned for a time when a maximum can attend (an important football week-end, Alumni Day, etc.) should provide a proper balance of conviviality and an organized program.

4. A final method, offered as a suggestion rather than a proven experience, is the organization of an Alumni Club. The Club could be governed by a board of one elected man from each class. The board in turn would elect officers who would work intimately with the station Alumni Director. Much of the burden of Alumni Relations could be placed in the Club's hands. Nominal dues of as low as $.50 per person would easily defray correspondence and reunion expenses. The important point is that such an organization, well-organized and energetically promoted would be the optimum vehicle of direct contact with the individual Alumnus to capitalize on the three above mentioned advantages of Alumni Relations.

COPY

The first three methods have proven themselves in their success at WYBC. The fourth exists only as a plan for the future. Clearly, the variations and improvement of these methods is limitless and requires adaptation to a particular station's situation. However, the interest and spirit indicated by reply cards and questionnaire comments (better than a 50% return) and by the sizeable turn-out for our first Alumni reunion party last fall, indicate convincingly that when the time is ripe for financial appeal our Alumni will be behind us.

AUDIENCE RESEARCH: The audience research department of WYBC is responsible for determining student opinion and listening habits as regards WYBC's radio and television programs. Each year a poll is taken to show the relative ratings of the various times of the day and days of the improved upon.

The methodological tools of the [illegible] are the following:

1. An accurate and up-to-date [illegible] of the [illegible]. Such a file should include [illegible] education, married [illegible] and [illegible] of the [illegible] and [illegible] serve to keep [illegible] up-to-date.

2. A semi-annual newsletter (perhaps frequently [illegible] of twenty-six pages should [illegible] have at three pages of [illegible] devoted to personal news about the alumni--recent marriages, [illegible] and such. [illegible] part of the [illegible]. This information [illegible] with each newsletter [illegible] promotions and address changes. [illegible] of alumni activities [illegible] be [illegible] included.

3. An annual alumni [illegible]

4. [illegible] Alumni Clubs [illegible] Relations.

The first [illegible]

[illegible]

week, which is used in scheduling programs and commercials at the best listening times. Also taken are audience preference polls, where a representative sample of the student body is asked what types of programs are preferred and what new types of programs or other innovations the students think would improve WYBC. In addition to this, product preference polls are taken every so often to show what the Yale man does with his time, how much money he spends, what products and types of products he uses, etc. These are used by the business department and the Ivy Network as an aid in selling prospective sponsors. Finally, television, a new medium at Yale, is being extensively polled to aid WYBC in determining the direction a college student television station should take. Polls at Yale tend to have a greater accuracy than national polls, for the sample is large for one given poll, and the whole listening audience or prospective audience can be reached by several weeks of intensive polling. It is for this reason that poll results are generally relied upon and used extensively in formulating broadcast policy.

Respectfully submitted,

Theodore E. Calleton
Ivy Representative, WYBC

COPY